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762CONSUMER TIME  
PAMPER YOUR REFRIGERATOR

NETWORK: NBC

DATE: December 7, 1946

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(Produced by the United States Department of Agriculture  
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CONSUMER TIME is restricted to network broadcast of the  
program...presented for more than thirteen years in the  
interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER....CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. FREYMAN: The subject of CONSUMER TIME today is refrigerators.
6. JOHN: Yes...and when can I buy a new one? That's what I want to know.
7. FREYMAN: You and a lot of other people. Well, most of us will have to wait awhile for a new refrigerator.
8. JOHN: But Mrs. Freyman, this is the post-war world, remember?
9. FREYMAN: Yes, I know it is. But it's harder to increase the production of refrigerators than almost any other household equipment.
10. JOHN: Wonder why that is? Refrigerators don't seem too complicated to me.
11. FREYMAN: Well the steel is the biggest problem. There's more steel in refrigerators than in other household equipment. And of course there's a shortage of other things that go into refrigerators too.
12. JOHN: At least there are a few more new refrigerators around than there were a year ago.

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13. FREYMAN: Yes, but nowhere near enough to satisfy the demand.
14. JOHN: There they are again...that old supply and demand.
15. FREYMAN: And where refrigerators are concerned, the demand is unusually heavy...and the supply is still way below what it was before the war.
16. JOHN: I guess those things just take time.
17. FREYMAN: Mmm hmm. Even after the refrigerators are built...it takes from three to six weeks to distribute them to local stores.
18. JOHN: So, wise consumers are pampering their old refrigerators until the new ones are available.
19. FREYMAN: Yes...and we're going to talk about the right way to care for your present refrigerator...a little later in the program.
20. JOHN: (SADLY) Too bad...too bad.
21. FREYMAN: What is, Johnny?
22. JOHN: I was thinking of all the letters Santa Claus must be getting right now asking for a new refrigerator for Christmas.
23. FREYMAN: He probably is...and I bet American women are telling him just what they expect in a new refrigerator too.
24. JOHN: Say, Mrs. Freyman....If I were Santa Clause up at the North Pole now....and if you were Mrs. Santa Claus....
25. FREYMAN: Mary Christmas to you.
26. JOHN: We could read just what is in those letters.....
27. SOUND: SLEIGH BELLS:
28. FREYMAN: (SWEET OLD LADY) Here you are Santa...six more letters for refrigerators. Where shall I put them?
29. JOHN: (BLUSTERING, SLIGHTLY ABSENTMINDED, BUT KINDLY). More letters... put'em next to the washing machines, Mrs. Santa. Can't understand why so many people want refrigerators.



30. FREYMAN: Because you only visit the earth once a year, that's why. Don't be so grumpy, Santa. Don't you realize most people haven't been able to buy refrigerators for five years?
31. JOHN: Well, it's not my fault. I'd bring 'em to them if I could. (Though they seem a little large for Christmas stockings.) Anyway....
32. FREYMAN: Anyway you can tell from these letters that the ladies know exactly what they want their new refrigerators to be like.
33. JOHN: Humph. When I get to the word refrigerator in a letter...I stop reading....One little girl asked me to bring her a doll with purple hair and green teeth.
34. FREYMAN: Well what in the name of Donder and Blitzen has that got to do with refrigerators?
35. JOHN: Females...they're all alike. Don't really know what they want.
36. FREYMAN: Not when it comes to big investments like refrigerators. Look at this letter, Nick. It's from a bride. Read what she says.
37. BRIDE: (INGENUE -- VERY STARRY-EYED). Dear Santa Clause: Please bring me a new refrigerator for Christmas...a big shiny white one. My husband and I have been married six months and we've finally found an apartment. It's in a one family house that's been remodeled into three apartments. It's a darling place. But we don't have a refrigerator. Of course being a bride, I don't know much about household equipment. So I don't really know what kind of a refrigerator I want.
38. JOHN: Women...they're all alike. Don't know what they want.
39. FREYMAN: Sh Santa. This one's only a bride. Anyway...(KNOWINGLY)...you read on further and see what she says.





40. BRIDE: But Santa, there's one thing I must insist on with my refrigerator. And that's a guarantee from the manufacturer that says the refrigerator doesn't have any defeats in the materials or workmanship. I think that's only fair.
41. SANTA: So !
42. BRIDE: A refrigerator salesman told me that usually the refrigerating system is guaranteed for five years and the cabinet and other parts for one year.
43. JOHN: Well...well....I'll put this little girl's letter on top. She's a smart 'un.
44. FREYMAN: Santa, you haven't read it all.
45. BRIDE: And I want a refrigerator that has the seal of the Underwriters' Laboratories. Even I know that means the refrigerating system and electrical connections are approved as safe. Also my salesman friend told me if I buy a gas refrigerator to look for the AGA star of approval. That stands for American Gas Association, Santa, and it shows that the refrigerator meets requirements for good construction and performance. Dear Santa, sweet Santa, please see what you can do for me on this refrigerator. Yours, until next Christmas (FADE) Mary Lou Webster.
46. JOHN: Well, what do you know. Wish I could oblige the lass...But...not this December.
47. FREYMAN: Well, don't you fret, Santa. When she finally does get one, that young bride will get a good one, because she knows enough to look for the guarantees.
48. JOHN: Yep...but she's an exception. Most of the letters from these women ....
49. FREYMAN: Now, now. You just read this one. I just happened to see it lying on your desk.



50. MOTHER (BRISK AND EMPHATIC). Dear Santa Clause, please bring me a new refrigerator for Christmas. I imagine you have lots of letters this year with the same request....
51. SANTA: The understatement of the week!
52. MOTHER: So I think the most practical thing would be for me to write you just which features I want in my new refrigerator.
53. SANTA: A practical gal, hugh? Well, what kind of practical features does she want anyhow?
54. MOTHER: First of all, I want a refrigerator with a flat top. That makes a place to set things as you take them from the refrigerator or put them in. And believe me, Santa, with ten year old twins dashing into the icebox for something to eat every half hour...that's important. My twins hold the all time record for spilling things. Now for my own convenience, I want a refrigerator with a latch that opens easily.
55. SANTA: With twins in the house...you'd think she'd prefer a padlock. Remind me to check up on my padlocks, Mrs. Santa.
56. FREYMAN: Yes, Santa...but you haven't finished reading the letter yet.
57. SANTA: (ABSENT MINDEDLY) Ch...Ch...yes. Let's see what else this lady writes.
58. MOTHER: Now there are certain special features that I want in my new refrigerator.
59. SANTA: They'll add to the cost, my practical lady.
60. MOTHER: I know some of these things will add to the original cost, but in the long run I know they will help me make the best use of my refrigerator.
61. FREYMAN: See, she's way ahead of you Santa.
62. SANTA: Hmph !



63. MOTHER: For instance...an ice-tray release. If we have one of those, I'm sure my husband and I...and even the twins...won't be tempted to use a sharp knife to pry the ice trays loose...not when there's an easier and quicker way. And that will keep us from damaging the cooling unit. And another thing about the ice cubes....
64. SANTA: "And another thing"... "And another thing"...just like a woman... even a practical one...never knows when to stop.
65. MOTHER: A gadget for releasing the ice-cubes will save me lots of time. And I won't have to waste any precious hot water on getting the cubes from the trays.
66. SANTA: What about the melted ice...that's a waste too.
67. MOTHER: I'd also like my new refrigerator to automatically turn to normal operation after defrosting. Don't you think that's practical, Santa....
68. SANTA: I do....I do....
69. MOTHER: Because then there's no danger that the food compartment will get too warm and the food might spoil before I remember to turn the current back on. As practical as I pride myself on being...I do sometimes forget....
69. SANTA: For shame !
70. MOTHER: With twins in the house and all. Now, just one more last requirement for my new refrigerator...and I'm sure all practical women insist on this too. If my new refrigerator has space between the cabinet and the floor...there just has to be enough space for easy cleaning. I hope you'll keep these points in mind, Santa, when you bring me my new refrigerator. Thank you. Yours for practicality (FADE) Mrs. Pauline P. Gridley.
71. SANTA: Say, now, Mrs. Santa...that lady's middle name must be "practicality."



72. FREYMAN: Well Practical Pauline is a mighty smart woman, Santa. You'll have to admit it.
73. SANTA: She sure knew what she's talking about when it comes to refrigerators....I'll say that.
74. FREYMAN: Now you read this letter, Santa.
75. SANTA: (SIGHS) Letters...letters....I read 'em all eventually. Why do I have to read another one?
76. FREYMAN: Because you said women don't know what they want...even when it comes to refrigerators. So I want you to read another letter....
77. SANTA: Well...all right...let me adjust my specs a mite. Now let's see... Why, Mrs. Santa...this here one's from a man.
78. FREYMAN: Well, let's hear what he has to say about refrigerators.
79. MAN: Dear Santa: My wife is writing you for a new refrigerator this Christmas. So I thought I'd send you a few lines too on this same subject. She says she'll settle for any kind of a refrigerator...as long as it's a new one. But I said nix. That's just what I said...nix. And I'll tell you why, Santa. I'm holding out for a refrigerator that's big enough. And if you can't bring us a big whopping one this Christmas...just file our name for next December.
80. SANTA: My, my...this gentleman has positive ideas....
81. MAN: Yes sir, Santa Claus, I've got some positive ideas on this subject. Now here's for instance. Our old refrigerator is on its last leg. Poor thing groans and wheezes all the time...makes the wife mad. But not me. What I object to is that it's too small. It's always jam packed crammed full of stuff.
82. SANTA: Must have a big family to feed.





83. MAN: I told the little woman...."Mable" I said to her, "a larger refrigerator will probably cost a little more in the first place. But in the long run...think of the money we can save because we can store more food better." Now, isn't that logical, Santa?
84. SANTA: Well yes....I guess it is....
85. MAN: But the little woman...she doesn't say anything. Though she's listening hard. So I continue. "Mabel", I say to her, "look, you got to figure on certain things before you get a refrigerator. Such as the size of your family...how much company you have...how much fresh food you have to store...how much you buy at a time...and how often." Santa, that sounds logical too. The wife is still listening...so I continue. I tell her there's got to be enough room in the refrigerator for the air to circulate. And finally she agrees with me. "Christmas so soon?" I say. And she gets mad. Now she says she won't get over being mad at me until our new refrigerator comes. So Santa...you got to square things with the wife for me. Please bring us a new refrigerator this Christmas. Yours most cordially, J. Edgar Dokes. P. S. And Santa, as man to man...please make the refrigerator big enough for us.
86. SANTA: (SIGHS) Well, as man to man, I wish I could oblige Mr. Dokes.
87. FREYMAN: Now, Nick...are you convinced that people really know what they want in their new refrigerators?
88. SANTA: Yes, Mrs. Santa....I really knew that they did all along. But it just makes me sad to think I can't bring a new icebox to every one who wants one this year.
89. FREYMAN: Well, don't feel badly, Santa...people understand.
90. SANTA: Well, bless my white beard...I know what we could send them....
91. FREYMAN: What?
92. SANTA: A copy of that new booklet "How to Choose and Use Your Refrigerator".



93. FREYMAN: Why that's right. There are good practical suggestions in there for pampering your old refrigerator until the new one comes along.
94. SANTA: And the nice part is we have plenty of free booklets to send to anyone who wants them. All they have to do is send a post card to CONSUMER TIME, Washington 25, D. C., and ask for the free refrigerator booklet.
94. SOUND: CHIMES
95. FREYMAN: There's the doorbell, Santa. Peek out the window and see if it's company. I want to change my apron if it is.
96. SANTA: Don't bother, Mrs. Santa...it's just the mailman with some more letters. I'll open the door. (FADE) Letters...letters and more letters.
97. FREYMAN: Well, Johnny, I think you....I mean Santa Claus...solved the problem very well. That refrigerator booklet should come in mighty handy.
98. JOHN: Correct, Mrs. Freyman. But right now I'd like to hear just what are some of the things I can do to make our present refrigerator last longer.
99. FREYMAN: Well, I've been inquiring on that score, Johnny. And I've really gotten some good advice from the household equipment experts at the U. S. Department of Agriculture.
100. JOHN: How about passing some of it along?
101. FREYMAN: Well, to really get the best service from your refrigerator, you should treat it well. And there are a few simple rules that will help you do that.
102. JOHN: The simpler the better, I always say.
103. FREYMAN: Here they are. Keep your refrigerator in the coolest convenient spot in the kitchen. And a mechanical refrigerator should stand at least two and a half inches away from the wall. And there should be from eight inches to a foot of open space above the refrigerator.



104. JOHN: And why should the refrigerator be so aloof?
105. FREYMAN: Why, the air has to circulate freely so it can carry away the heat that comes from the refrigerator.
106. JOHN: Say, Mrs. Freyman, I have a theory that if I could switch things around in my refrigerator, I could use it to heat up the room... instead of cooling food.
107. FREYMAN: Hmm...most people have stoves or radiators for that purpose. And they like to have their refrigerators to take the heat out of the food. And one way to do it effectively is to keep your refrigerator cold enough...but don't make it work overtime....
108. JOHN: Even for time-and-a-half?
109. FREYMAN: Because it's hard on the motor. So after quick-freezing, return the temperature control to normal just as soon as the job is done. And, of course, you open the refrigerator door only when you need to...and close it as soon as possible.
109. JOHN: (SARCASTIC) Unless you want to cool off your kitchen.
110. FREYMAN: That's not very practical. Now here's what the household ~~and~~ equipment experts told me about storing food in the refrigerator.
111. MAN: To make every inch of space count in your refrigerator, don't cool things that don't need it...like pickles and jellies. Other things that have no business in your refrigerator are heavy store wrappings, cardboard cartons, and tops of vegetables. Remember to cover foods to keep flavors separate. Also moisture lost from uncovered foods causes frost to form more quickly on the cooling unit.
112. JOHN: I shall henceforth give the cold shoulder to pickles and jellies, and store them on the pantry shelf.
113. FREYMAN: Now about the defrosting, Johnny. That's very important.



114. JOHN: Oh I know all about that, Mrs. Freyman. Defrosting should be a regular habit...like...like brushing your teeth.
115. FREYMAN: Ye-es. But it doesn't have to be as frequent. A good rule is to defrost before the ice on the evaporator becomes a quarter of an inch thick.
116. JOHN: Let's see, that would be about the thickness of an ordinary lead pencil, wouldn't it?
117. FREYMAN: Just about. If the frost gets thick, the food doesn't cool as quickly.
118. JOHN: Say, how about that business of speeding up the defrosting by filling the ice cube trays with hot water? Yes or no?
119. FREYMAN: Yes...if the manufacturer recommends it. Oh, and here's another good piece of advice from the refrigerator experts.
120. MAN: If your refrigerator motor suddenly stops running, first check the fuse. You can replace a blown fuse yourself and save a service call. Incidentally, if you should move, be sure everything inside your refrigerator is securely fastened, especially the motor unit. Make certain that the voltage of type of current in your new home are right for it. The motor name plate should give the information you need to check with your utility company as to voltage and type of current.
121. JOHN: Now that's a good piece of advice, Mrs. Freyman.
122. FREYMAN: Yes, Johnny, and there's lots more where that came from...all in one place..
123. JOHN: You mean that little book "How to Choose and Use Your Refrigerator"?
124. FREYMAN: Right...it's free to anybody who drops a card to CONSUMER TIME, Washington 25, D. C.





125. JOHN: I'll personally see that Santa Claus fills those requests.
126. FREYMAN: For the booklet, you mean.
127. JOHN: Definitely, the booklet, not the refrigerators. Now, what's on CONSUMER TIME next Saturday, Mrs. Freyman?
128. FREYMAN: The story of your Christmas tree...where it comes from...and how to take care of it.
129. JOHN: How about checking the supply of all Christmas greens...and especially mistletoe. Never, never forget the mistletoe.
130. FREYMAN: Don't worry, we won't forget that.
131. JOHN: Good. So friends, be with us next Saturday at the same time, for the story of Christmas greens on
132. SOUND: CASH REGISTER
133. ANNCR: CONSUMER TIME !
134. SOUND: CASH REGISTER...CLOSE DRAWER
135. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.
- Here's a reminder from your mailman. Christmas cards for local delivery should be in the mail not later than December fifteenth. Help get your cards on the way by tying them in a bundle with all the addresses facing the same way. And, incidentally, greeting cards of uniform size make a neater bundle and make it easier all around for everybody handling the mail.
- This is NBC, the National Broadcasting Company.

